

## **Sponsor Pitch Letter (Sample)**

Dear Mr. Jones:

Public health is working for a safer and healthier community each and every day. With essential programs for making our community a healthy place to live, work and play; trusted information for healthy communities and healthy choices and programs that work to protect your community's health and safety every day, Tacoma-Pierce County Health Department is working for you.

TPCHD is planning a community walk to raise awareness about public health in our community. We would like to invite Alice's Market to join us in improving the health of Washington State by sponsoring this walk.

As you know, healthy living is an essential part to a healthy community. On Saturday, April 9, TPCHD will sponsor a community walk to raise awareness about the important role physical activity plays in a healthy lifestyle. As part of the walk, we would like to provide tee-shirts to all participants who complete the walk. We would like to ask Alice's Market to join in our efforts by sponsoring all or part of the cost for these tee-shirts.

We understand that you are committed to improving our community's health and safety. Participating in this event will be a highly visible way for Alice's Market to support the community with a service that is directly related to your type of business. In exchange for your donation, TPCHD will highlight Alice's Market as a key sponsor in all our printed promotional materials for the walk.

Your consideration is greatly appreciated. We will call you in the next week to answer any questions you may have and set up a time to meet to further discuss your participation.

Sincerely,

Jane Doe, Emergency Preparedness Coordinator  
Tacoma-Pierce County Health Department  
Jane.doe@tpchd.org

## Sponsor Pitch Letter (template)

Dear [Name]:

Public health is working for a safer and healthier community each and every day. With essential programs for making our community a healthy place to live, work and play; trusted information for healthy communities and healthy choices and programs that work to protect your community's health and safety every day, [organization name] is working for you.

On [Date] [organization name] is planning an [type of event] event to raise awareness about public health in our community. We would like to invite [name of sponsor organization] to join us in improving the health of Washington State by sponsoring [name of event].

[Description of event. Be specific. Include theme, goals, date, number of participants]

[Describe what you want from sponsor. Be specific. Give options].

We understand that you are committed to improving our community's health and safety. Participating in this event will [Insert ways it will benefit sponsor, be specific and use statistics].

Your consideration is greatly appreciated. We will call you in the next week to answer any questions you may have and set up a time to meet to further discuss your participation.

Sincerely,

[name, title]

[organization]

[contact information]